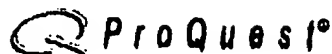


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Winter is the producer of "SportsChannel Light," an unprecedented venture by San Francisco-based cable TV station SportsChannel Pacific to condense an afternoon baseball game into one hour and televise it the same evening.

Winter was supposed to have finished editing the first three innings by 3:30, but the computer that stores the team graphics and statistics had crashed right before the game began.

The process of editing nine innings of baseball, adding graphics, voice-overs, music and a host to recap the scoring did indeed seem daunting on the drawing board, but Winter and company had pulled off the first four "Light" broadcasts with only a few minor hitches. And they did so by staying true to SportsChannel's initial concept.

More Like This - Find similar documentsAuthor(s): ☐ Kevin BergerLanguage: ☐ EnglishPublication title: ☐ San Francisco Examiner[^ Back to Top](#)[« Back to Results](#)[< Previous](#) Document 118 of 122 [Next >](#)[Publisher Information](#)☐ Mark Document

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San Francisco Chronicle

Producing SportsChannel 'Light' Is Heavy Duty; [FINAL Edition]

SUSAN SLUSSER. San Francisco Chronicle. San Francisco, Calif.: Jul 18, 1997. pg. B.3

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Full Text (790 words)

Copyright Chronicle Publishing Company Jul 18, 1997

A LIVE TELEVISION broadcast can be a hectic endeavor. But it's simple compared to some SportsChannel "Light" productions.

The highlight shows, which condense A's and Giants' games into just a half-hour, are put together on the fly -- while the actual game is still in progress. Or more harrowing, while the "Light" program is already rolling. Host Glen Kuiper and his crew are often editing the final segment of the show as the first segment is on the air.

"Once, we were still working on the third segment, and during the break between the second and third segments, the engineer came in and said, 'I need that tape NOW,'" Kuiper said, chuckling.

The SportsChannel bunch runs up against severe time problems when they do a "Light" cast after a night game, especially if game time is 7:30 p.m. and the "Light" show is scheduled for 11. But day games, particularly the 13 that aren't broadcast on TV and just have a "Light" version, pose different problems. Because the video feed comes off either Diamond Vision or JumboTron cameras, the "Light" staff is responsible for adding all the graphics; in addition, they can't necessarily expect they'll get camera angles they like or replays they want.

Then there are walks, the bane of SportsChannel Light's existence. The gist of the program is to give a real flavor of the game, with as much of the pertinent action as possible. Walks cut into the program's 22 minutes, and, well, aren't very exciting. A dull ninth inning is also a downer; the third segment is usually reserved in case there's a rally or the dreaded extra innings; if nothing happens, tough.

"You get a feel for the teams -- and we know the A's give up a lot late, so you have to leave room for that," Kuiper said. "Sometimes we just have to fill in with whatever we have, but if there's a late comeback, it makes the whole show."

SportsChannel Pacific was the first outlet in the country to run an abbreviated baseball game; SportsChannel New York now has a version, thanks to Mark Shuken, who originated the idea with SportsChannel's Larry Meyers before moving to New York.

"When it first started, we had no idea how to do it," said Meyers, who is SportsChannel's vice president of programming. "We didn't even know if we could get it done in the time we had to do it. Having it on at 11 was really scary."

Despite the time crunch, the atmosphere is as light as the show's name during the six-person production process -- the tape machines are named "Lucy" and "Ricky," Chinese food is ordered, people rush in and out to feed parking meters and on-line editor John Schainker changes his hair color every few weeks; it's currently Cheetos orange.

SportsChannel Light features the A's and Twins tonight at 11 p.m., and the Giants at St. Louis at 11 p.m. tomorrow. In all, a total of 110 games get the Light treatment this season. The program is getting good ratings, especially for games that don't have actual TV broadcasts; SportsChannel has been drawing about a 1.0 rating, particularly for the Giants.

Overall, baseball ratings have skyrocketed for SportsChannel since moving from premium cable to expanded basic at the start of June. A's ratings are up 133 percent, and Giants' ratings are up 182 percent.

THE TICKET UNDER WAY: The new station in town, "The Ticket" (1050 AM), hit the air loudly and obnoxiously on Tuesday and is already making sister all-sports station KNBR look like NPR. More on that next week, after The Ticket has more time to get established; meanwhile, some program notes:

-- Sunday Night Baseball moves from KNBR (680 AM) to The Ticket; this week, the Yankees play at Milwaukee at 4:45 p.m. The Ticket also has the Red Sox at Cleveland at 9:50 a.m. tomorrow.

-- The Ticket will carry Notre Dame football this fall, including the October 4 game at Stanford.

-- On Tuesday, KNBR dropped "The Sports Babe" from its late-night lineup. Program director Bob Agnew said the decision was made because The Ticket is running all its nationally syndicated programs live, so KNBR is following suit. Agnew said that "The Babe" is live from 7-10 a.m. -- which conflicts with KNBR's cash cow, Rush Limbaugh.

-- The spring ratings book brought good news to KNBR, according to Agnew. Thanks in large part to the first-place Giants, the station moved from ninth overall to tied for second with KCBS and behind KGO, with a 4.3 rating. Agnew said. He also reports that the station is No. 1 with men aged 25-54, with a 7.3 rating, up from a 5.8 in the winter book.

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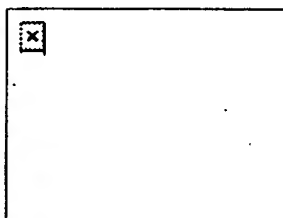
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Assistance Team

ABI Program

Tuesday, December 1, 1998

Major League Baseball Monthly Video Clips Archive

Click on each month to take you to the video highlights.



November

Edgar Renteria delivers in the clutch once again! The Marlins' World Series Championship is just one of the many exciting clips featured in our November archive.

PLUS multimedia featuring: The

Cleveland Indians, Jose Mesa, Omar Vizquel, and Bobby Bonilla!



October

South Florida's version of "Mr. Clutch", Edgar Renteria, drives home the winning run against the Giants. Renteria's base hit advanced the Marlins to the first NLCS in club history! PLUS October video

clips Featuring: Barry Bonds, Paul O'Neill, Omar Vizquel, Bip Roberts, Devon White, Jim Thome, Jose Mesa, Charles Johnson, Jeff Conine, Brady Anderson, Marquis Grissom, Gary Sheffield and Sandy Alomar, Jr.!



September

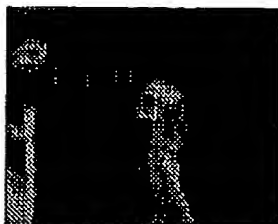
Jim Edmonds continues his campaign for the Gold Glove!

PLUS September Video Clips

Starring: Danny Bautista, Darren Bragg, Cecil Fielder, Brian Johnson,

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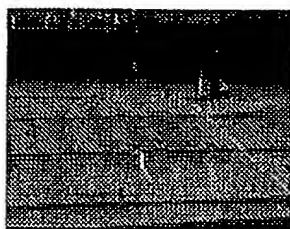
Larry Walker.



August

There's no such thing as a sure fire home run when Brady Anderson is patrolling the green! **PLUS August Video Clips Starring:** Wade

Boggs, Damon Buford, Otis Nixon, Chuckie Carr, Tommy Lasorda, Randy Johnson, Joey Cora, Alex Rodriguez, Moises Alou, Derek Bell, Jeff Montgomery, Jay Buhner, Kent Mercker, Tony Barron, Mark Lewis, Steve Finley, Steve Woodard, Brady Anderson, John Cangelosi.



July

Florida Marlins shortstop Edgar Renteria makes a spectacular play from deep in the pocket to rob the Montreal Expos of a hit. **July Clips From:** Henry Rodriguez, Rey Ordonez, Ozzie Guillen and Ray

Durham, Jim Edmonds, Roger Clemens, Mark Smith, Walt Weiss, Pittsburgh Pirates vs. St. Louis Cardinals, Sandy Alomar Jr., All-Star Game, Roberto Alomar, Javy Lopez, Greg Maddux, Bobby Higginson, Mike Cameron, Scott Servais, Edgar Renteria.



June

After hitting a batsman, Kevin Brown of Florida completes a no-hitter by striking out J.T. Snow.

With awesome June clips by Andruw Jones, Todd Hundley, Mark McGwire, Dean Palmer, Bill

Hasselman, Chris Snipek, Ellis Burks, Kevin Brown, Bobby Bonilla, Brant Brown, Randy Johnson, Jim Edmonds, Andres Galarraga, Mike Mussina, Frankie Rodriguez.



May

A former college basketball star, Detroit Tiger's star slugger, Tony Clark, makes an unbelievable diving assist. **Don't Miss These May Masterworks:** Ken Griffey Jr.,

Watching In Fast Forward

To the Editor:

Re "Your Life: The Highlights" (Personal Business, April 14), which spoofed Major League Baseball's "Condensed Games":

I've been squeezing my half-century-old baseball obsession into a fast-paced senior-management lifestyle for years, with nothing more intelligent or high-tech than a VCR and a remote. I tape all the Mets games and watch the tape before I go to sleep. I click from pitch to pitch and scan through the commercials, the pitching changes, foul balls and scratching. It takes about 25 minutes and doesn't cost a cent.

Condensed baseball is not a new concept. In the pretelevision years, WHN radio would offer 15-minute recreations of the afternoon Dodger, Giant and Yankee games at 7 p.m. for the fathers who had come off the subway from work.

ERNEST BROD
Manhattan, April 22

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